Contract Agreement Between:

CONTRACT

WLWT-TV/DT CINCINNATI

www.wlwt.com

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

And:

Mentzer Media Services
600 Fairmont Ave
Suite 306
Towson, MD 21286

Contract / Revision	Alt Order #
943984 /	06289660

Product
CROSSROADS GPS

Contract Dates	Estimate #
09/11/12 - 09/17/12	976

Advertiser	Original Date / Revision
Crossroads GPS	08/30/12 / 08/30/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WLWT	Mica Hansen	HRP -Washingt

Special Handling

Demographic
Adults 25+

IDB#	Advertiser Code	Product Code
1021		

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WLWT	09/11/12	09/14/12	6-7a news	6-7a		:30			NM	4	$3,200.00
Class of Time - Pre-emptible with notice												
Week:	Start Date 09/10/12	End Date 09/16/12	Weekdays -TWTF--	Spots/Week 4	Rate $800.00							
2	WLWT	09/11/12	09/14/12	NBC Today Show	7-9a		:30			NM	4	$6,000.00
Class of Time - Pre-emptible with notice												
Week:	Start Date 09/10/12	End Date 09/16/12	Weekdays -TWTF--	Spots/Week 4	Rate $1,500.00							
3	WLWT	09/11/12	09/14/12	NBC Today Show II	9-10a		:30			NM	8	$2,400.00
Class of Time - Immediately Pre-emptible without notice												
Week:	Start Date 09/10/12	End Date 09/16/12	Weekdays -TWTF--	Spots/Week 8	Rate $300.00							
4	WLWT	09/11/12	09/14/12	12-1230p M-F news	12-1230p		:30			NM	4	$1,000.00
Class of Time - Immediately Pre-emptible without notice												
Week:	Start Date 09/10/12	End Date 09/16/12	Weekdays -TWTF--	Spots/Week 4	Rate $250.00							
5	WLWT	09/11/12	09/14/12	DR OZ EF	4PM-5PM		:30			NM	4	$1,600.00
Class of Time - Immediately Pre-emptible without notice												
Week:	Start Date 09/10/12	End Date 09/16/12	Weekdays -TWTF--	Spots/Week 4	Rate $400.00							
6	WLWT	09/11/12	09/14/12	5-530p M-F news	5-530p		:30			NM	4	$2,500.00
Class of Time - Immediately Pre-emptible without notice												
Week:	Start Date 09/10/12	End Date 09/16/12	Weekdays -TWTF--	Spots/Week 4	Rate $625.00							
7	WLWT	09/11/12	09/14/12	530-6p M-F news	530-6p		:30			NM	4	$2,500.00
Class of Time - Immediately Pre-emptible without notice												
Week:	Start Date 09/10/12	End Date 09/16/12	Weekdays -TWTF--	Spots/Week 4	Rate $625.00							
8	WLWT	09/11/12	09/14/12	6-630p M-F news	6-630p		:30			NM	4	$1,600.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

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Advertiser	Original Date / Revision
Crossroads GPS	08/30/12 / 08/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:		Start Date 09/10/12	End Date 09/16/12	Weekdays -TWTF--	Spots/Week 4	Rate $400.00						
9	WLWT	09/11/12	09/14/12	NBC Nightly News	630-730p		:30			NM	0	$0.00
	Class of Time - Immediately Pre-emptible without notice											
Week:		Start Date 09/10/12	End Date 09/16/12	Weekdays -TWTF--	Spots/Week 4	Rate $800.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	*WLWT*	*09/10/12-09/16/12*		*NBC Nightly News*	*630-730p*	-TuWThF----	*:30*		~~*$800.00*~~	*NM*		
	Credited											
2	*WLWT*	*09/10/12-09/16/12*		*NBC Nightly News*	*630-730p*	-TuWThF----	*:30*		~~*$800.00*~~	*NM*		
	Credited											
3	*WLWT*	*09/10/12-09/16/12*		*NBC Nightly News*	*630-730p*	-TuWThF----	*:30*		~~*$800.00*~~	*NM*		
	Credited											
4	*WLWT*	*09/10/12-09/16/12*		*NBC Nightly News*	*630-730p*	-TuWThF----	*:30*		~~*$800.00*~~	*NM*		
	Credited											
10	WLWT	09/11/12	09/14/12	7-730p	7-730p		:30			NM	4	$3,000.00
	Class of Time - Immediately Pre-emptible without notice											
Week:		Start Date 09/10/12	End Date 09/16/12	Weekdays -TWTF--	Spots/Week 4	Rate $750.00						
11	WLWT	09/11/12	09/14/12	730-8p	730-8p		:30			NM	4	$3,200.00
	Class of Time - Pre-emptible with notice											
Week:		Start Date 09/10/12	End Date 09/16/12	Weekdays -TWTF--	Spots/Week 4	Rate $800.00						
12	WLWT	09/11/12	09/15/12	11-1135p M-Su	11-1135p		:30			NM	5	$7,500.00
	Class of Time - Immediately Pre-emptible without notice											
Week:		Start Date 09/10/12	End Date 09/16/12	Weekdays -TWTFS-	Spots/Week 5	Rate $1,500.00						
13	WLWT	09/15/12	09/15/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	2	$700.00
	Class of Time - Immediately Pre-emptible without notice											
Week:		Start Date 09/10/12	End Date 09/16/12	Weekdays -----2-	Spots/Week 2	Rate $350.00						
14	WLWT	09/15/12	09/16/12	Sa/su7-8a news	Sa/su7-8a		:30			NM	4	$2,400.00
	Class of Time - Immediately Pre-emptible without notice											
Week:		Start Date 09/10/12	End Date 09/16/12	Weekdays -----SS	Spots/Week 4	Rate $600.00						
15	WLWT	09/16/12	09/16/12	NBC Sunday Today	Su8-9a		:30			NM	2	$2,200.00
	Class of Time - Immediately Pre-emptible without notice											
Week:		Start Date 09/10/12	End Date 09/16/12	Weekdays ------2	Spots/Week 2	Rate $1,100.00						
16	WLWT	09/16/12	09/16/12	NBC MEET THE PRESS	NBC MEET THE P		:30			NM	1	$600.00
	Class of Time - Immediately Pre-emptible without notice											
Week:		Start Date 09/10/12	End Date 09/16/12	Weekdays ------1	Spots/Week 1	Rate $600.00						
17	WLWT	09/16/12	09/16/12	NFL Pre-Game	NFL		:30			NM	1	$1,500.00
	Class of Time - Immediately Pre-emptible without notice											
Week:		Start Date 09/10/12	End Date 09/16/12	Weekdays ------1	Spots/Week 1	Rate $1,500.00						
18	WLWT	09/16/12	09/16/12	NFL Regular Season	NFL		:30			NM	1	$3,000.00
	Class of Time - Immediately Pre-emptible without notice											

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Advertiser	Original Date / Revision
Crossroads GPS	08/30/12 / 08/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:		Start Date 09/10/12	End Date 09/16/12	Weekdays ------1	Spots/Week 1	Rate $3,000.00						
19	WLWT	09/17/12	09/17/12	6-7a news	6-7a		:30			NM	1	$800.00
	Class of Time - Pre-emptible with notice											
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays 1------	Spots/Week 1	Rate $800.00						
20	WLWT	09/17/12	09/17/12	NBC Today Show	7-9a		:30			NM	1	$1,500.00
	Class of Time - Pre-emptible with notice											
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays 1------	Spots/Week 1	Rate $1,500.00						
21	WLWT	09/17/12	09/17/12	NBC Today Show II	9-10a		:30			NM	1	$300.00
	Class of Time - Immediately Pre-emptible without notice											
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays 1------	Spots/Week 1	Rate $300.00						
22	WLWT	09/17/12	09/17/12	12-1230p M-F news	12-1230p		:30			NM	1	$250.00
	Class of Time - Immediately Pre-emptible without notice											
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays 1------	Spots/Week 1	Rate $250.00						
23	WLWT	09/17/12	09/17/12	DR OZ EF	4PM-5PM		:30			NM	1	$400.00
	Class of Time - Immediately Pre-emptible without notice											
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays 1------	Spots/Week 1	Rate $400.00						
24	WLWT	09/17/12	09/17/12	5-530p M-F news	5-530p		:30			NM	1	$625.00
	Class of Time - Immediately Pre-emptible without notice											
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays 1------	Spots/Week 1	Rate $625.00						
25	WLWT	09/17/12	09/17/12	530-6p M-F news	530-6p		:30			NM	1	$625.00
	Class of Time - Immediately Pre-emptible without notice											
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays 1------	Spots/Week 1	Rate $625.00						
26	WLWT	09/17/12	09/17/12	6-630p M-F news	6-630p		:30			NM	1	$800.00
	Class of Time - Immediately Pre-emptible without notice											
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays 1------	Spots/Week 1	Rate $800.00						
27	WLWT	09/17/12	09/17/12	NBC Nightly News	630-730p		:30			NM	1	$800.00
	Class of Time - Immediately Pre-emptible without notice											
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays 1------	Spots/Week 1	Rate $800.00						
28	WLWT	09/17/12	09/17/12	7-730p	7-730p		:30			NM	1	$800.00
	Class of Time - Pre-emptible with notice											
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays 1------	Spots/Week 1	Rate $800.00						
29	WLWT	09/17/12	09/17/12	730-8p	730-8p		:30			NM	1	$800.00
	Class of Time - Pre-emptible with notice											
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays 1------	Spots/Week 1	Rate $800.00						
30	WLWT	09/17/12	09/17/12	11-1135p M-Su	11-1135p		:30			NM	1	$1,500.00
	Class of Time - Immediately Pre-emptible without notice											

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		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	1------	1	$1,500.00						
D 31	WLWT	09/11/12	09/14/12	STEVE HARVEY DAY	STEVE HARVEY [		:30			NM	0	$0.00
D 32	WLWT	09/11/12	09/14/12	Days of Our Lives	1-2p		:30			NM	0	$0.00
D 33	WLWT	09/11/12	09/14/12	6-630p M-F news	6-630p		:30			NM	0	$0.00
		Class of Time - Immediately Pre-emptible without notice										
N 34	WLWT	09/11/12	09/14/12	STEVE HARVEY DAY	STEVE HARVEY [		:30			NM	1	$400.00
		Class of Time - Pre-emptible with notice										
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/10/12	09/16/12	-TWTF--	1	$400.00						
N 35	WLWT	09/11/12	09/14/12	430-5a News	430-5a		:30			NM	1	$30.00
		Class of Time - Immediately Pre-emptible without notice										
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/10/12	09/16/12	-TWTF--	1	$30.00						
									Totals		74	$54,530.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/17/12	74	$54,530.00	$46,350.50
Totals	74	$54,530.00	$46,350.50

Signature: _____ **Date:** _____

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